

10star: NetSuite Integration

Creating a custom development script to integrate 10star's backend system into NetSuite.

Who Is 10star?



10 star

10star is a leading B2B supplier to licensed sportsbook companies that **provides risk-management algorithms** that enable companies to automate data and revenue reporting.

10star leverages over **25 years' worth of financial experience in sports & trading to improve the client's bottom line**, including higher profits, increased turnover, and reduced operating costs. Up until recently, 10star has focused on and driven sportsbooks in the Tennis industry

10star has big plans to branch out into other sports in the coming months.



The Challenge:

10star works with complicated datasheets - data can change over time and revenue can be difficult to prove in the industry. **Previously, 10star handled these challenges manually**, but as the company scales and expands into other sports it's clear that automation is required to reflect the growing nature of the business. **The foundation of 10star's growth needed to be a solid database and dataset that was automated to improve efficiencies & cost.**

"To truly scale, we knew that our old way of manually managing our revenue reporting was not practicable. We needed to automate the process to ensure that as the business grows our datasets would be reliable and easily managed. The added benefit of automation is the reduced time & cost required to complete the reports. We are saving around a third of the time we previously spent on manual work, meaning that my team has more time to focus on more value-add activities."

Nick Speirs, 10star CFO

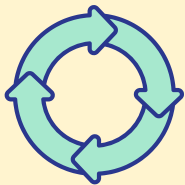
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The Solution:

Having decided upon NetSuite being the ERP system to meet their financial needs, 10star approached MacroFin to request an integration of their backend system into NetSuite. MacroFin suggested a one-way sync into NetSuite to gain better visibility of reporting and financials. The approach was two-fold:



Custom Record:

MacroFin developed a custom record to hold each betting line per match, whilst giving 10star the ability to **branch out into other sports in the future**. The custom record contained all records needed to map the data from the backend system into NetSuite.



Custom Scripting:

MacroFin developed a custom script to aggregate the data from the custom record and **automatically post daily revenue journals**. The script shows the profit & loss values and aggregates them into **one report in NetSuite**.

As a result 10star can now slice-and-dice their financial data as they wish, whilst saving time and cost due to the automation of the script. The financial visibility of the business is vastly improved.

Working with MacroFin:

"The MacroFin team is driven and personally engaging. From the initial concept to executing the project the communication between the team and 10star has been fantastic. **I know who to talk to and that the turnaround time will be quick and efficient.**

Through using the integration that MacroFin has developed, we are able to save roughly a third of the time that would be required for manual work. **This saves on cost and time for my staff and means that the system is future-proof** for when we expand into other markets."

Nick Speirs, 10star CFO

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MacroFin - A Trusted NetSuite Partner:

MacroFin are a **leading NetSuite Alliance Partner** who have won multiple awards for their unrivalled NetSuite and Accounting expertise. **Founded in 2018, "by accountants, for accountants"**, their multi-discipline team includes **14 accounting and finance experts**, ensuring that finance remains at the heart of your NetSuite Solution.

In the past 12 months, our team delivered **50 projects**, including **33 implementations**, and have had the opportunity to support some of the world's most recognisable and revolutionary brands, including **Zilch, OnBuy, Me&u! and MotorWay**, to name a few. For the second consecutive year, **MacroFin customers accounted for more than 10% of the entire Deloitte Fast 50**, which is an annual list identifying the 50 fastest-growing tech companies in the UK.

300⁺

Projects Completed

Including NetSuite & SuiteSuccess implementations and development

2022

EMEA Alliance Partner of the Year

With NetSuite engagements across various industries

4

Months Average Go-Live

We implement quickly, typically within 4 months, helping you achieve faster ROI

